DOCUMENT RESUME

ED 079 474 VT 020 178

AUTHOR	Leventhal, Jerome I., Ed.
TITLE	Teacher Resource Bibliography for Marketing and Distribution and Distributive Education, 1968-1971.
INSTITUTION	Epsilon Delta Epsilon, Trenton, N.J.
PUB DATE	71
NOTE	129p.
EDRS PRICE	MF-$0.65 HC-$6.58
DESCRIPTORS	Audio Visual Aids; *Bibliographies; *Curriculum Development; *Distributive Education; *Educational Resources; Instructional Materials; *Marketing

ABSTRACT

Intended to aid teachers in the development of realistic and meaningful curriculum, this bibliography contains books, articles, audiovisual aids, and other materials pertaining to marketing and distributive education which were published between 1968-1971. Entries are arranged alphabetically by author or title according to these categories: (1) Attitudes and Motivation, (2) Grooming, (3) Sensitivity, (4) Marketing Channels, (5) Advertising, (6) Selling and Salesmanship, (7) Display, (8) Non-Textiles, including appliances, cosmetics and soaps, furs, furniture, jewelry, leather, paper, plastics, rubber, and tableware, (9) Textiles, (10) Food, (11) Computers and Data Processing, (12) Services, including automobile services, banking, cosmetology, dry cleaning, fashion, insurance, hotels-motels, nursing, public relations, and transportation, and (13) Free Enterprise. In addition to author and title, each entry contains publication information. (SB)

ED 079474

Teacher Resource Bibliography

for

Marketing & Distribution

and

Distributive Education

1968 - 1971

Edited by: Dr. Jerome I. Leventhal
Temple University

Published by: Epsilon Delta Epsilon
Trenton State College

VT020178

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"Excellence
in
Distributive
Education"

TEACHER RESOURCE BIBLIOGRAPHY FOR

MARKETING & DISTRIBUTION AND DISTRIBUTIVE EDUCATION 1968-1971

Edited by

Dr. Jerome I. Leventhal
Temple University

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ACKNOWLEDGMENTS

Epsilon Delta Epsilon is fortunate in that many of its members are among the most honored individuals in Distributive Education. Some of those individuals are responsible for the publishing of this bibliography. Special recognition and appreciation is extended to Dr. Jerome Leventhal, Temple University, Editor. The Fraternity also extends its appreciation to Professor Morton Shenker, Trenton State College, and to Dr. Marvin Hirshfeld, Temple University, for their guidance concerning the publication.

Moreover, the deadline could have never been achieved if it was not for the hard work of Miss Betty Shwartz, National Recording Secretary, and Mr. Leon Jozwiak, National Corresponding Secretary. My personal thanks is extended to Miss Pay Li, Professor Shenker's personal secretary for her time and kindness.

Epsilon Delta Epsilon sincerely hopes that the bibliography acts as a functional guide in the development of Distributive Educators throughout the country.

Richard S. Goldberg
National President
EPSILON DELTA EPSILON

August 23, 1971

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PREFACE

Specialists engaged in curriculum development have traditionally spent much time in reviewing books that may be used as guides in constructing the curriculum or training plan.

A more contemporary perspective dictates that the emphasis be placed on the learner so that the curriculum is more relevant as well as humanistic. The specialist should spend a major portion of available time in determining the nature of the student and developing curriculum which meets contemporary criteria. To help facilitate this, research has been done in the area of new books and writings in the area of marketing and distribution.

Those who wish to develop curriculum for marketing and distributive education may use this Resource Bibliography and save time researching publications, so that they may develop realistic and meaningful curriculum. Teachers have difficulty in following the new publications which appear in great quantity each year. Publications are included from 1968-1971. In cases where there were few publications for a given area, listings do include earlier dates.

J. I. L.

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